

Fig. 1

Keyword		Overture			Google			Ebay		, L	FindWhat	at
	1 st	2 nd	$3^{ m rq}$	1 _{St}	2 nd	3 rd	1st	2^{nd}	3 rd	1 st	2 nd	3 rd
Baseball	\$.55	\$.52	\$.51	\$.57	\$.50	\$.48	\$.35	\$.35	\$.35	\$.40	\$.38	\$.37

F19.2

		1	1	_	1
at	3 rd	\$.37	\$.82	\$.57	\$.21
FindWhat	2 nd	\$.38	\$.88	\$.58	\$.22
Ŧ	1 st	\$.40			
	3 rd				
Ebay	2 nd	\$.35	\$.35	\$.35	\$.35
	1 st		\$.35	\Box	
	3 rd	\$.48	-		
Google	2 nd	\$.50	\$.50		
*	1 st	\$.57	\$.65		1 1
	3 rd	\$.51	\$.83 \$.65	\$1.04	\$.16 0
Overture	2 nd	\$.52		\$1.05	\$.18
	1st	\$.55	\$.85	\$1.10	\$.20
Keyword		Baseball	Giants		Barry Bonds
Relevance Score		06	82	. 50	20.

F19.3

Distribution Partner	Button A	Button B	Button C	Banner	Tower Ad	Pop-Up	Pop-Under
Partner A	Highest available PS	Highest available PS	Highest available PS	Highest available PS	RS>50 CPC>\$.50	RS>100 CPC>\$2.00	RS>85 CPC>\$1.25
Partner B	Highest available PS	Highest available PS	Highest available PS	PS>125	RS>50 CPC>\$.50	RS>65 CPC>\$6.00	RS>50 CPC>\$4.00
Partner C	Highest available PS	Highest available PS	Highest available PS	Highest available PS	Never	Never	Never

PS = Productivity Score
CPC = Cost per Click
RS = Relevance Score

F.9. 4